Color Preferences at a Glance

<table>
<thead>
<tr>
<th>Color</th>
<th>Asia</th>
<th>Europe</th>
<th>North America</th>
<th>South America</th>
<th>Africa</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearl white</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Brown/beige</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>White</td>
<td>30%</td>
<td>48%</td>
<td>38%</td>
<td>35%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Black</td>
<td>18%</td>
<td>15%</td>
<td>13%</td>
<td>14%</td>
<td>12%</td>
<td>1%</td>
</tr>
<tr>
<td>Silver</td>
<td>18%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
<td>1%</td>
</tr>
<tr>
<td>Gray</td>
<td>10%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Red</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Orange</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Blue</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Yellow/gold</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

For the 66th year, Axalta proudly presents its Global Automotive Color Popularity Report. The most comprehensive global automotive color study, which is powered by its HyperDur™ and AquaEC™ technologies, is published annually. The report tracks automotive color popularity by geography and vehicle type.

The data shows that white is the world’s most popular color for the eighth consecutive year but silver and gray are gaining.

White globally is down one point year-over-year to 48%, maintaining its leadership in the market. In North America, white is down three points to 38%. In Europe, white holds steady at 48%. In South America, white drops four points to just under the 50% threshold at 48%. In Africa, white falls to third place while remaining the top choice in the luxury/luxury SUV segment at 33%.

Black retains the second-place position at 18%, although it lost two points in North America. In South America, black increased, while silver and gray, which took a surprising dive of 6%, are down.

Gray is Europe’s most colorful hue, and this is the only segment where gray falls to third place while remaining the top choice in the luxury/luxury SUV segment at 33%.

Brown/beige is up 3%, while white decreased one point to 8%, making this region second.

In Asia, the biggest gain for any region was with brown/beige, which increased overall to 42%. Although white held steady, black increased, while silver and gray, which followed by China at 7%, are down.

In the other regions, silver increased 1% in popularity; silver and black, which are down.

The use of color in the automotive industry continues to grow as customers reintroduce color through neutral shades. The compact/sport class saw a decline in black and brown/beige, while a rise in white.

At Axalta, we believe a vehicle’s color is what you fall in love with first. In fact, research available. But Axalta’s products do much more than just deliver a beautiful finish. We’re proud to offer a full line of ChromaDyne™ color coats that provide unparalleled durability, color and beauty.

For more information about Axalta’s full line of ChromaDyne™ color coats, please visit www.axalta.com.
Is Eight Enough?

White is the world’s most popular color for the eighth consecutive year, but silver and gray are gaining.

For the 66th year, Axalta proudly presents its Global Automotive Color Popularity Report. The most comprehensive account of its kind, Axalta’s proprietary data gives an in-depth look at automotive color popularity by geography and vehicle type.

On an amazing streak, white is the world’s most popular color for passenger vehicles for the eighth consecutive year. At a remarkable 38%, white globally is down one percentage point over 2017 levels. Even with a year-over-year decline of 1%, white is the decade’s most popular color by far.

Up two percentage points, black retains the second-place position at 18%. Both silver and gray increased by a point and tied for third position for the second year in a row.

From a regional perspective, black and gray saw significant increases in notable areas. Black jumped in China (+5%), Asia (+3%), South Korea and Africa (both +2%). Gray gained ground in Africa (+3%) and Europe (+2%).

North America saw a 2% increase in white, as well as the emerging brown/beige sector, as customers reintroduce color through neutral shades. The compact/sport class saw a percentage increase for brown/beige, as did the intermediate/crossover utility white.

Green, the most popular color in North America as recently as 1997, barely registers in any region. Orange, although also in low stage, is showing small increases in Europe, Africa, Japan and India.

At Axalta, we believe a vehicle’s color is what you fall in love with first. In fact, research shows nearly one-third of buyers will switch brands if the color they want is not available. But Axalta’s products do much more than just deliver a beautiful finish.

Axalta’s Aquacure™ electrocoats are high-performance products that are formulated to provide reliable mechanical strength and superior corrosion protection. HyperDyne™ primers deliver optimized film smoothness and excellent adhesion properties. HypoFlip™ pre-coats provide the foundation for great appearance and durability for wet-on-wet layering. ChronoZone™ color coats provide unparalleled durability, color and beauty. Lumina™ clear coats offer the ultimate in finish protection, gloss and appearance.

Your Passion. Our Coatings.

**Color Preferences at a Glance**

**World Colors**

- Black is up in most regions, most notably in China (5% increase).
- White holds steady, but black, silver and gray close the gap.
- The increase in black, silver and gray indicates a decrease in the use of color: red, green and yellow/gold are down.
- Blue and brown/beige are unaffected by the gain in neutrals.

**Asia**

- White drops four points to just under the 50% threshold at 48%.
- Increases in black (3%), blue (1%) and silver (1%).
- Even with a 1% drop, Asia is tied with India and China as the most popular region for yellow/gold vehicles.

**China**

- China remains the leader in white vehicles at an astounding 58%, with the vast majority being solid white.
- Volume hues are popular here as well, with brown/beige earning a 7% share and yellow/gold 3%.
- No region saw a bigger increase for black (+5%).

**India**

- By far, India has the largest percentage of silver at 31%, nearly 10% higher than any other region.
- Black, gray and white hold steady, but silver experienced a 2% increase.
- Silver trails white for first place by a mere 1%.

**Japan**

- Neutrals are at 74% (white 35%, black 22%, silver 12% and gray 5%).
- White remains unchanged and most popular, but solid white increased in pearl white decreased.
- Similarly, black is unchanged year over year, but metallic black increased, white solid black decreased.
- Blue (15%) is most used on sport vehicles, compact cars and small sedans, and blue is thought of as an ecological color used to promote brand image and good fuel economy.

**South Korea**

- White shows no change year over year at 32%, but did show a decline in solid white, with an increase in pearl white versions.
- Black is up 2%, with both solid and metallic versions contributing to the increase.

**Europe**

- Europe is experiencing an upward trend of gray, with a 2% increase. Gray takes second place in this region for the first time in a row.
- Holding steady at 25%, while defended its first-place position in Europe. The region saw a 2% increase in the popular luxury/Luxury SUV segment.
- Blue is Europe’s most colorful hue, and this is the only region in which this chromatic color enjoys a double-digit share (10%).
- With 33%, black fails to third place while remaining the top choice in the luxury/Luxury SUV segment at 39%.

**North America**

- Although white increased by 2%, color is returning to the region in warm shades.
- Pearl white jumped by three points in the compact/sport segment.
- Brown/beige experienced a 2-year-over-year increase...the biggest gain for any region.
- “Other” shades of orange and purple gained strength in the small car and truck markets.

**Russia**

- White, grey and blue increased 1% in popularity; silver, brown/beige and green dropped one point.
- Russia is the most popular region for brown/beige at 9%, followed by China at 7%.
- The demand for red remains muted at only 3%.

**South America**

- White saw a shift from solids to more pearlescent hues and increased overall to 42%.
- Red decreased one point to 8%, making this region second only to North America (9%).

**Africa**

- Dark shades are increasing here with black up 2% and gray up 3%, while white took a surprising dive of 6% from 2017 levels.
- Green showed an increase from last year, while 4% of vehicles falls into the “other” category.

[Graphical representation of color popularity by region]
Global Automotive 2018 Color Popularity Report

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Up two percentage points, black retains the second-place position at 18%. Both silver and gray increased by a point and tied for third position for the second year in a row.

From a regional perspective, black and gray saw significant increases in notable areas. Black jumped in China (+5%), Asia (+3%), South Korea and Africa (both +2%). Gray gained ground in Africa (+3%) and Europe (+2%).

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Gray, the most popular color in North America as recently as 1997, barely registers in any region. Orange, although also in low stage, is showing small increases in Europe, Africa, Japan and India.

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- Black is up in most regions, most notably in China (5% increase).
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- The increase in black, silver and gray indicate a decrease in the use of color red, green and yellow/gold.

**Asia**
- White drops four points to just under the 50% threshold at 49%.
- Increases in black (6%), blue (1%) and silver (1%).
- Even with a 1% drop, Asia is tied with India and China as the most popular region for yellow/gold vehicles.

**China**
- China remains the leader in white vehicles at an astounding 58%, with the vast majority being solid white.
- Volumes have stabilized as well, with brown/beige earning a 4% share and yellow/gold 3%.
- No region saw a bigger increase for black (+5%).

**India**
- By far, India has the largest percentage of silver at 31%, nearly 10% higher than any other region.
- Black, gray and white hold steady, but silver experienced a 2% increase.

**Japan**
- Neutrals are at 74% (white 35%, black 22%, silver 12% and gray 5%).
- White remains unchanged and most popular, but solid white increased as pearl white decreased.
- Similarly, black is unchanged year over year, but metallic black increased, while solid black decreased.
- Blue (+5%) is most used on sport vehicles, compact cars and small sedans, and blue is thought of as an ecological color used to promote brand image and good fuel economy.

**South Korea**
- White shows no change year over year at 32%, but did show a decline in solid white, with an increase in pearl white versions.
- Black is up 2%, with both solid and metallic versions contributing to the increase.

**Europe**
- Europe is experiencing an upward trend of gray, with a 2% increase. Gray takes second place in this region for the first time.
- Holding steady at 25%, white defending its first-place position in Europe. The region saw a 2% increase in the popular luxury/luxury SUV segment.
- Brown/beige is Europe’s most colorful hue, and this is the only region in which this chromatic color enjoys a double-digit share (10%).
- With 23%, black fails to hold third place while retaining the top choice in the luxury/luxury SUV segment at 8%.

**North America**
- Although white increased by 2%, color is returning to the region in warm shades.
- Pearl white jumped by three points in the compact/ sport segment.
- Brown/beige experienced a 2 year-over-year increase... the biggest gain for any region.
- “Other” shades of orange and purple gained strength in the small car and truck markets.

**Russia**
- White, gray and blue increased 1% in popularity; silver/brown/beige and green dropped one point.
- Russia is the most popular region for brown/beige at 19%, followed by China at 7%.
- The demand for red remains muted at only 3%.

**South America**
- White saw a shift from solids to more pearlescent hues and increased overall to 42%.
- Red decreased one point to 8%, making this region second only to North America (9%).

**Africa**
- Dark shades are increasing here with black up 2% and gray up 3%; while white took a surprising drop of 6% from 2017 levels.
- Orange showed an increase from last year, while 4% of vehicles falls into the “others” category.

**BY REGION**

<table>
<thead>
<tr>
<th>Region</th>
<th>White (% of total)</th>
<th>Gray (% of total)</th>
<th>Blue (% of total)</th>
<th>Brown/Beige (% of total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>31%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>China</td>
<td>58%</td>
<td>4%</td>
<td>6%</td>
<td>3%</td>
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<td>India</td>
<td>31%</td>
<td>7%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Japan</td>
<td>35%</td>
<td>12%</td>
<td>16%</td>
<td>2%</td>
</tr>
<tr>
<td>South Korea</td>
<td>32%</td>
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<td>2%</td>
<td>10%</td>
</tr>
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<td>Europe</td>
<td>58%</td>
<td>25%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>North America</td>
<td>18%</td>
<td>18%</td>
<td>9%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Color Popularity by Region**

<table>
<thead>
<tr>
<th>Region</th>
<th>Color</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>White</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>Gray</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Blue</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Brown/Beige</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Is Eight Enough?**

- White is the world’s most popular color for the eighth consecutive year.
- But silver and gray are gaining.

- Black is up in most regions, most notably in China (5% increase).
- White holds steady, but black, silver and gray close the gap.
- The increase in black, silver and gray indicate a decrease in the use of color red, green and yellow/gold.

**Contact Us**

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White is the world’s most popular color for the eighth consecutive year. The most comprehensive Color Popularity Report. The most comprehensive Color Popularity Report. The most comprehensive

Color Preferences at a Glance

Color Popularity by Region

World

9%

White

48%

Gray

30%

Black

14%

Silver

8%

Gray

Color Popularity by Region

Europe

22%

Brown/Beige

18%

Blue

12%

Africa

6%

Asia

9%

Russia

4%

North America

10%

South Korea

8%

North America/Russia

2%

South America

2%

China

2%

Warner

3%

Africa

7%

North America

9%

South America

4%

Asia

6%

Africa

4%

Europe

4%

Russia

5%

North America

3%

South America

5%

Asia

4%

Europe

4%

Russia

5%

North America

3%

South America

5%

Asia

4%

Europe

4%

Russia

5%

North America

3%

South America

5%

Asia

4%

Europe

4%

Russia

5%

North America

3%

South America

5%

Asia

4%